

CITY OF MIAMI BEACH
Office of the City Manager
Letter to Commission No. 153-2005



To: Mayor David Dermer and
Members of the City Commission

Date: June 8, 2005

From: Jorge M. Gonzalez
City Manager

Subject: "SOUTH BEACH" PICKED UP FOR UPN

The CBS-Paramount produced television pilot "South Beach," which filmed here in April and featured Vanessa Williams, was recently picked-up for a series commitment for UPN as a mid-season replacement (likely January or February). The drama, described as "The O.C." meets "The Sopranos," revolves around the many characters that populate the fashion, entertainment and hotel industries in Miami Beach. Jennifer Lopez and her Nuyorican Entertainment company are co-producers of the show.

The Office of Film and Print met with the producers and network executives for the show in Los Angeles and again with the local production manager recently, and received a commitment for the entire series to film and relocate to South Florida. The Office of Film and Print is also assisting the producers in their attempts to tap into the State's Entertainment Industry Incentive, which this year has \$10 Million available (\$4 Million of which is committed to series television like "South Beach"), in part due to lobbying efforts on behalf of the Office of Film and Print.

If successful, this show will be the first major television series to base and film in our area since "Miami Vice." CBS's "CSI: Miami," preparing for their fourth season, will continue to film in our area on occasion while basing out of Marina del Ray, starting again in July.

JMG: [Handwritten signature] gw

c: Tim Hemstreet, Acting Assistant City Manager
Max Sklar, Director, Tourism and Cultural Development
Graham Winick, Film and Event Production Manager

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